AMENDMENTS TO THE CLAIMS:

The following claims will replace all prior versions of the claims in this application:

1.   (Currently Amended) A method for communicating data content, said method comprising:

communicating broadcast information to a receiver via digital radio broadcast;

receiving information regarding ~~one or more~~ a plurality of actions entered in a man-machine interface of said receiver and tracking said ~~one or more~~ plurality of actions, said ~~one or more~~ plurality of actions associated with multiple items of data content of interest;

accumulating said information regarding said ~~one or more~~ plurality of actions until a predetermined threshold associated with said plurality of actions is reached, and

after reaching said threshold, communicating a request for said multiple items of data content of interest.

2.   (Currently Amended) A method for communicating data content, as per claim 1, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said multiple items of data content of interest, or browsing other broadcast data.

3.   (Previously Presented) A method for communicating data content, as per claim 1, comprising receiving system information from said receiver, wherein said system information comprises time stamp information and random number information.

4.   (Previously Presented) A method for communicating data content, as per claim 3, wherein said time stamp information is a global positioning system (GPS) time stamp.

5.   (Previously Presented) A method for communicating data content, as per claim 1, comprising authenticating said receiver.

6.　　(Previously Presented) A method for communicating data content, as per claim 3, comprising communicating with an order placement service for placing an electronic order and synchronizing said order placement service with a server, wherein said synchronizing is based on said time stamp information.

7.　　(Currently Amended) A method for communicating data content, as per claim 1, comprising placing an order for said <u>multiple items of</u> data content of interest.

8.　　(Currently Amended) A method for communicating data content, as per claim 6, wherein said communicating a request for said <u>multiple items of</u> data content of interest is carried out via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

9.　　(Currently Amended) A method for communicating data content, as per claim 1, wherein said method further comprises processing said <u>multiple items of</u> data content of interest for digital radio broadcast to said receiver.

10.　　(Currently Amended) A method for communicating data content, as per claim 1, wherein said method further comprises delivering said <u>multiple items of</u> data content of interest on an article of manufacture.

11.　　(Previously Presented) A method for communicating data content, as per claim 10, wherein said article of manufacture is any of the following: CD-ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM.

12.　　(Previously Presented) A method for communicating data content, as per claim 1, wherein said digital radio broadcast is an in-band on-channel (IBOC) digital radio broadcast.

13.　　(Previously Presented) A method for communicating data content, as per claim 7, wherein said predetermined threshold comprises any of the following:

Amendment

a threshold indicating number of actions to be recorded before placing said order; and

a threshold indicating either a download time limit or content size to be reached before placing said order.

14.   (Previously Presented) A method for communicating data content, as per claim 1, wherein said threshold is modifiable over a network.

15.   (Previously Presented) A method for communicating data content, as per claim 1, wherein said received broadcast information is in a format suitable for reception by an in-band on-channel digital radio receiver.

16.   (Currently Amended) A method for requesting data content, said method comprising:

receiving broadcast information at a receiver via digital radio broadcast;

rendering said broadcast information using a man-machine interface;

tracking ~~one or more~~ a plurality of actions entered in said man-machine interface relating to said rendered broadcast information, said plurality of actions associated with multiple items of data content of interest; and

after a predetermined threshold associated with said plurality of actions is reached, communicating a request for said multiple items of data content of interest.

17.   (Currently Amended) A method for requesting data content, as per claim 16, wherein said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said ~~multimedia~~ multiple items of data content of interest, or browsing other broadcast data.

18.   (Previously Presented) A method for requesting data content, as per claim 16, wherein said man-machine interface further comprises a graphical user interface (GUI).

19.   (Previously Presented) A method for requesting data content, as per claim 16, wherein said system information includes time stamp information and random number information, wherein said time stamp information is a global positioning system (GPS) time stamp.

- 4 -   Amendment

20.   (Previously Presented) A method for requesting data content, as per claim 16, comprising communicating with a server via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

21.   (Currently Amended) A method for requesting data content, as per claim 16, wherein said method further comprises electronically receiving said multiple items of data content of interest.

22.   (Previously Presented) A method for requesting data content, as per claim 16, comprising sending system information for authenticating said receiver.

23.   (Currently Amended) A method for requesting data content, as per claim 16, comprising sending a request for placing an electronic order for said multiple items of data content of interest.

24.   (Previously Presented) A method for requesting data content, as per claim 16, wherein said digital radio broadcast is an in-band on-channel (IBOC) digital radio broadcast.

25.   (Previously Presented) A method for requesting data content, as per claim 23, wherein said predetermined threshold comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order; and

a threshold indicating either a download time limit or content size, before placing said electronic order.

26.   (Previously Presented) A method for requesting data content, as per claim 16, wherein said threshold is modifiable over a network.

27-56. (Cancelled)

57.   (Currently Amended) An apparatus for communicating data content, comprising:

- 5 -   Amendment

a processing system; and

memory coupled to the processing system,

wherein said processing system is configured to:

process broadcast information for communication to a receiver via digital radio broadcast;

receive information regarding ~~one or more~~ a plurality of actions entered in a man-machine interface of said receiver and track said ~~one or more~~ plurality of actions, said ~~one or more~~ plurality of actions associated with multiple items of data content of interest;

accumulate said information regarding said ~~one or more~~ plurality of actions until a predetermined threshold associated with said plurality of actions is reached; and

after reaching said threshold, communicate a request for said multiple items of data content of interest.

58.   (Currently Amended) The apparatus of claim 57, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said multiple items of data content of interest, or browsing other broadcast data.

59.   (Previously Presented) The apparatus of claim 57, wherein the processing system is configured to receive system information from said receiver, wherein said system information comprises time stamp information and random number information.

60.   (Previously Presented) The apparatus of claim 59, wherein said time stamp information is a global positioning system (GPS) time stamp.

61.   (Previously Presented) The apparatus of claim 57, wherein the processing system is configured to authenticate said receiver.

62.   (Currently Amended) The apparatus of claim 59, wherein the processing system is configured to communicate with an order placement service for placing an electronic order for said multiple items of data content of interest.

Amendment

63. (Previously Presented) The apparatus of claim 62, wherein the processing system is configured to communicate with said order placement service via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

64. (Currently Amended) The apparatus of claim 57, wherein the processing system is configured to process said <u>multiple items of</u> data content of interest for digital radio broadcast to said receiver.

65. (Previously Presented) The apparatus of claim 62, wherein said predetermined threshold comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order; and

a threshold indicating either a download time limit or content size to be reached before placing said electronic order.

66. (Previously Presented) The apparatus of claim 57, wherein the processing system is configured to modify said threshold in response to a request submitted over a network.

67. (Previously Presented) The apparatus of claim 57, wherein said digital radio broadcast is an in-band on-channel digital radio broadcast.

68. (Currently Amended) An apparatus for requesting data content, comprising:
a processing system;
memory coupled to the processing system; and
a man-machine interface coupled to said processing system,
wherein said processing system is configured to:
> receive broadcast information at a receiver via digital radio broadcast;
> render said broadcast information using said man-machine interface;
> track ~~one or more~~ <u>a plurality of</u> actions entered in said man-machine interface
relating to said rendered broadcast information, said <u>plurality of</u> actions associated with <u>multiple items of</u> data content of interest; and

Amendment

after a predetermined threshold associated with said <u>plurality of</u> actions is reached, communicate a request for said <u>multiple items of</u> data content of interest.

69.   (Currently Amended) The apparatus of claim 68, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said <u>multiple items of</u> data content of interest, or browsing other broadcast data.

70.   (Previously Presented) The apparatus of claim 68, wherein said man-machine interface further comprises a graphical user interface (GUI).

71.   (Currently Amended) The apparatus of claim 68, wherein the processing system is configured to send a request for placing an electronic order for said <u>multiple items of</u> data content of interest.

72.   (Previously Presented) The apparatus of claim 71, wherein the processing system is configured to send system information for authenticating said receiver.

73.   (Previously Presented) The apparatus of claim 68, wherein said digital radio broadcast is an in-band on-channel digital radio broadcast.

74.   (Previously Presented) The apparatus of claim 71, wherein said predetermined threshold comprises any of the following:
        a threshold indicating number of actions to be recorded before placing said electronic order; and
        a threshold indicating either a download time limit or content size, before placing said electronic order.

75.   (Previously Presented) The apparatus of claim 68, wherein the processing system is configured to modify said threshold in response to a request submitted over a network.

Amendment

76.   (Currently Amended) An article of manufacture comprising a computer readable medium having computer readable program code embodied therein for communicating electronic data, said computer readable program code adapted to cause a processing system to:

process broadcast information for communication to a receiver via digital radio broadcast;

receive information regarding ~~one or more~~ a plurality of actions entered in a man-machine interface of said receiver and track said ~~one or more~~ plurality of actions, said ~~one or more~~ plurality of actions associated with multiple items of data content of interest;

accumulate said information regarding said ~~one or more~~ plurality of actions until a predetermined threshold associated with said plurality of actions is reached; and after reaching said threshold, communicate a request for said multiple items of data content of interest.

77.   (Currently Amended) The article of manufacture of claim 76, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said multiple items of data content of interest, or browsing other broadcast data.

78.   (Previously Presented) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to receive system information from said receiver, wherein said system information comprises time stamp information and random number information.

79.   (Previously Presented) The article of manufacture of claim 78, wherein said time stamp information is a global positioning system (GPS) time stamp.

80.   (Previously Presented) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to authenticate said receiver.

81.   (Currently Amended) The article of manufacture of claim 78, wherein the computer readable program code is adapted to cause the processing system to communicate

Amendment

with an order placement service for placing an electronic order for said <u>multiple items of</u> data content of interest.

82.   (Previously Presented) The article of manufacture of claim 81, wherein the computer readable program code is adapted to cause the processing system to communicate with said order placement service via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

83.   (Currently Amended) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to process said <u>multiple items of</u> data content of interest for digital radio broadcast to said receiver.

84.   (Previously Presented) The article of manufacture of claim 81, wherein said predetermined threshold comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order; and

a threshold indicating either a download time limit or content size to be reached before placing said electronic order.

85.   (Previously Presented) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to modify said threshold in response to a request submitted over a network.

86.   (Previously Presented) The article of manufacture of claim 76, wherein said digital radio broadcast is an in-band on-channel (IBOC) digital radio broadcast.

87.   (Currently Amended) An article of manufacture comprising a computer readable medium having computer readable program code embodied therein for communicating electronic data, said computer readable program code adapted to cause a processing system to:

receive broadcast information at a receiver via digital radio broadcast;

render said broadcast information using a man-machine interface at said receiver;

Amendment

track ~~one or more~~ <u>a plurality of</u> actions entered in said man-machine interface relating to said rendered broadcast information, said <u>plurality of</u> actions associated with <u>multiple items of</u> data content of interest; and

after a predetermined threshold associated with said <u>plurality of</u> actions is reached, communicate a request for said <u>multiple items of</u> data content of interest.

88.   (Currently Amended) The article of manufacture of claim 87, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said <u>multiple items of</u> data content of interest, or browsing other broadcast data.

89.   (Previously Presented) The article of manufacture of claim 87, wherein said man-machine interface further comprises a graphical user interface (GUI).

90.   (Currently Amended) The article of manufacture of claim 87, wherein said computer readable program code is adapted to cause the processing system to send a request for placing an electronic order for said <u>multiple items of</u> data content of interest.

91.   (Previously Presented) The article of manufacture of claim 87, wherein said computer readable program code is adapted to cause the processing system to send system information for authenticating said receiver.

92.   (Previously Presented) The article of manufacture of claim 87, wherein said digital radio broadcast is an in-band on-channel (IBOC) digital radio broadcast.

93.   (Previously Presented) The article of manufacture of claim 90, wherein said predetermined threshold comprises any of the following:
a threshold indicating number of actions to be recorded before placing said electronic order; and
a threshold indicating either a download time limit or content size, before placing said electronic order.

Amendment

94.   (Previously Presented) The article of manufacture of claim 87, wherein said computer readable program code is adapted to cause the processing system to modify said threshold in response to a request submitted over a network.

95.   (New) The method for requesting data content according to claim 16, the request for said multiple items of data content of interest being communicated via a wireless uplink module at said receiver.